

point notification means for notifying the customer of point information comprising the issued points; and

customer identification means for identifying the customer according to customer identification information,

wherein the point issue means comprises rate management means for changing a point calculation rate determined by predetermined transaction conditions in correspondence with each of the transactions according to each of the [more than two] transactions.

*The recitations of new claims 64-66 presented in the Preliminary Amendment filed October 8, 1999 are repeated:

⁵⁰ 64. (NEW*) The point management system according to claim ²⁷ 41, wherein the communication means is installed in a videocart equipped with a display screen device and notifies the customer of the point information sent to a specific area.

⁵¹ 65. (NEW*) The point management system according to claim ¹³ 14, wherein the point notification means is installed in a store shopping-cart or videocart equipped with a display screen device and notifies the customer of the point information or specific commodity's point information sent in a specific area in a store.

⁵² 66. (NEW*) The point management system according to claim ¹³ 14, wherein the point notification means is installed in a store cart and notifies the customer of the point information by voice.

Please ADD the following new claims 67-77 as follows.

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-67. (NEW) A point management system according to claim 1, wherein the point calculation rate is determined by a store's specific day on which purchases are carried out.

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-68. (NEW) A point management system according to claim 1, wherein the point calculation rate is determined by a customer's specific day on which purchase are carried out.

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-69. (NEW) A point management system according to claim 1, wherein the point calculation rate is determined by a store's specific time period during which purchases are carried out.

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-70. (NEW) A point management system according to claim 1, wherein the point calculation rate is determined by a store's specific commodity for which purchases are carried out.

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-71. (NEW) A point management system according to claim 1, wherein the point calculation rate is determined by the number of purchase transactions.

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-72. (NEW) A point management system according to claim 1, wherein the point calculation rate is determined by access conditions including the number of accesses.

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-73. (NEW) A point calculation system according to claim 1, wherein the point calculation rate is determined by the number of customer's visit to a store.

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-74. (NEW) A point calculation system according to claim 1, wherein the point calculation rate is determined by customer ranks according to amounts of purchase by a customer.

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